

STATE OF MAINE  
OFFICE OF SECURITIES  
121 STATE HOUSE STATION  
AUGUSTA, ME 04333

IN RE:

Chad M. Luce

ORDER

Case No. 06-027

FINDINGS OF FACT AND CONCLUSION OF LAW

1. Chad M. Luce ("Luce") is an individual who has been at all relevant times a Maine resident and whose current address is 454 College Street, Lewiston, Maine 04240-5332.
2. Luce solicited and received an \$8,000 investment from a Georgia resident in 2002 and used the funds to purchase stock in Pinnacle Business Management Inc.
3. Luce also offered and sold investment contracts in Acadia Financial Group to two Maine residents for a total of \$5,000 in 2003.
4. At all relevant times, it has been unlawful to offer or sell any security in Maine unless the security is registered, exempt from registration, or a federal covered security. 32 M.R.S.A. §§10401, 16702.
5. At all relevant times, it has been unlawful to transact business in Maine as a broker-dealer or a sales representative of a broker-dealer or issuer unless licensed or exempt from licensing. 32 M.R.S.A. §§10301, 16702.
6. At all relevant times, Luce was neither licensed as a broker-dealer or sales representative in Maine nor exempt from licensing.
7. At all relevant times, Acadia Financial Group investment contracts were not registered as securities in Maine, exempt from registration, or federal covered securities.
8. As set forth above, Luce committed five violations of Maine securities law.
9. On September 26, 2006, the Securities Administrator issued a Notice of Intent to order a Cease and Desist and impose civil penalties, giving Luce thirty days to request a hearing on the matter. A copy of the notice was served on Luce.

10. Luce has not requested a hearing or otherwise responded to the Notice.

11. In accordance with 5 M.R.S.A. § 9053(3), and Section 19(1) of Office of Securities Rule Chapter 540, the Securities Administrator may dispose of this proceeding by default.

FINAL ORDER

NOW, THEREFORE, it is ORDERED that Respondent Luce CEASE AND DESIST from violating the Maine Uniform Securities Act, including the prohibitions against offering and selling unregistered securities and transacting business as an unlicensed agent in Maine.

It is further ORDERED that Respondent Luce shall pay a civil penalty of \$7,500. All payments should be made payable to Treasurer, State of Maine.

Pursuant to 32 M.R.S.A. §§ 10708 and 16702, this is a final order, entered after notice and opportunity for hearing. Pursuant to 32 M.R.S.A. §§ 10709 and 16609, Luce may obtain judicial review of the order in the Superior Court of Kennebec County by filing a petition within thirty (30) calendar days after receipt of this Order, in accordance with 5 M.R.S.A. § 11001 *et seq.* and Rule 80C of the Rules of Civil Procedure.

Date: October 27, 2006

s/Michael J. Colleran  
Michael J. Colleran  
Securities Administrator

Reviewed by:

Date: October 27, 2006

s/Bonnie E. Russell  
Bonnie E. Russell  
Assistant Securities Administrator

Presented by:

Date: October 27, 2006

s/Jacqueline M. Drouin  
Jacqueline M. Drouin  
Investigator/Examiner